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Life Insurance Buying

An analysis of ordinary
Life Insurance purchases
In the United States

Information, Reference
and Statistical Services
American Council of Life Insurance
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1982

CONTENTS

Highlights and Trends 2
Age of Insured 4
Occupation of Insured 5
Marital Status of Insured 6
Income of Insured 7
Size of Policy 8- 9
Type of Policy 10-11
Mode of Premium Payment 12-13
Age and Sex—
- Type of Policy 14-16
- Income of Insured 17-19
- Occupation of Insured 20-22
- Size of Policy 23-25

This edition of Life Insurance Buying *is based on the* 1982 Buyer Study *conducted by the Life Insurance Marketing and Research Association, Hartford, Connecticut. The data present an analysis of ordinary life insurance policies purchased during 1982, disclosing individual characteristics of the persons insured by these policies.*

HIGHLIGHTS AND TRENDS

This edition of *Life Insurance Buying* outlines the characteristics of persons on whose lives ordinary life insurance policies were purchased in 1982. The data were collected by the Life Insurance Marketing and Research Association.* Ordinary life insurance is insurance purchased by individuals, usually through a life insurance agent. It includes both permanent and term insurance and is the most commonly purchased form of life insurance protection in this country, accounting for 70% of life insurance purchases in 1982.

Highlights of the 1982 Survey

- Adult males (for the purpose of this survey, adults are persons 15 years of age or older) accounted for the largest proportion of the total amount of life insurance purchased—73% in 1982. The proportion of the total amount of life insurance issued on women and issued on children was 23% and 4%, respectively.
- 56% of the policies issued during 1982 were for men and women between the ages of 20 and 39. This age group also accounted for 67% of the total face value of life insurance issued.
- People in the $10,000 to $14,999 income bracket purchased 22% of the policies issued to persons reporting income of at least $3,000.
- The average size policy issued on people in the $10,000 to $14,999 income range increased 38% between 1977 and 1982, when the average size policies were $23,300 and $32,270, respectively. In the next higher income bracket—$15,000 to $24,999—the average size policy increased by 47% from $32,880 to $48,250.
- Premiums on 67% of the policies were paid on a monthly basis in 1982. One of four methods is utilized for monthly payments: (1) payment directly to the company (10%), (2) payment through a monthly bank plan by which the bank automatically deducts premiums from the policyholder's account and transmits them to the company (31%), (3) payment of premiums on a home service basis, with the premiums paid directly to the agent (18%) and (4) payment through employer who deducts the premium from salary (8%).

* *The sample, which was representative of all ordinary policies issued in the United States during the survey year, consisted of 32,041 policies totaling $1,351,093,804 issued by 85 companies. The policies were reported on an issued rather than a paid for basis; amount figures are based on the initial amount at risk. Excluded are credit insurance, mass-marketed ordinary, single premium policies, annuities without insurance, and all issues arising from term and group conversions and reinsurance.*

Five-Year Trends:

- The average size new policy increased from $20,950 in 1977 to $42,170 in 1982—up 101%.
- The 1977-1982 comparison confirms the continuing trend to more insurance purchases for women. In 1977 adult female lives accounted for 29% of new policies; in 1982 women accounted for 34% of the policies purchased.
- The average size policy on the life of an adult male increased 108% in five years to $59,340 in 1982. Between 1977 and 1982 the average policy purchased on women rose 108%, to $27,930.
- The trend toward purchasing more term life insurance continued, although permanent insurance is still the type of ordinary insurance most often purchased. Level and decreasing term policies accounted for 24% of all ordinary policies sold in 1982. In 1977 the percentage was 16%.
- Of the amount purchased, 60% was term insurance (including the term portion of combination policies) in 1982, compared to 50% in 1977.

DISTRIBUTION OF SAMPLE

	PERCENT OF POLICIES	PERCENT OF AMOUNT	AVERAGE SIZE POLICY*
Male Adults	52%	73%	$59,340
Female Adults	34	23	27,930
Total Adults	86%	96%	$46,830
Male Children †	7%	2%	$13,260
Female Children †	7	2	12,830
Total Children †	14%	4%	$13,060
Total Males	59%	75%	$53,670
Total Females	41	25	25,520
All Buyers	100%	100%	$42,170
Type of Agent Selling Policy			
Ordinary Agent	65%	86%	$55,710
Combination Agent	35	14	16,590
All Agents	100%	100%	$42,170

† *Children—Under 15 years of age*

* *In some tables the average size policy shown will not correspond with those listed here due to "not ascertained" cases in the characteristics.*

AGE OF INSURED

All Insureds—1982

Age	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
0	3%	4%	4%	1%	2%	1%
1- 4	3	5	4	1	2	1
5-14	6	7	6	1	4	2
15-19	6	7	6	2	4	3
20-24	13	14	14	9	13	10
25-29	18	17	17	19	22	19
30-34	16	13	15	21	21	21
35-39	12	9	11	18	14	17
40-44	8	7	7	12	8	11
45-54	9	9	9	12	8	11
55-64	5	6	5	4	2	4
65 and Over	1	2	2	†	†	†
Total	100%	100%	100%	100%	100%	100%

Age	AVERAGE SIZE POLICY		
	Male	Female	Total
0	$11,140	$11,540	$11,330
1- 4	13,830	12,810	13,340
5-14	14,100	13,640	13,890
15-19	17,970	14,750	16,490
20-24	35,490	22,650	29,920
25-29	56,320	33,740	47,490
30-34	69,560	39,000	58,380
35-39	82,920	39,310	68,050
40-44	81,310	30,110	62,290
45-54	69,440	23,820	51,520
55-64	46,470	11,060	30,290
65 and Over	20,250	4,230	11,020
Total	$53,670	$25,520	$42,170

† *Less than .5%.*

OCCUPATION OF INSURED

Adults—1982

Occupation	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Professional and Semiprofessional	15%	14%	14%	22%	18%	21%
Executives, Managers and Proprietors	24	8	17	36	13	31
Farm Owners and Managers	3	†	2	4	†	3
Clerical and Sales	12	24	17	12	25	15
Craftsmen, Foremen and Operatives	28	8	20	17	5	14
Service Workers, Unskilled Workers and Armed Forces	12	11	12	7	8	7
Students (Age 15 and Over)	6	7	7	2	4	3
Homemakers	†	28	11	†	27	6
Total	100%	100%	100%	100%	100%	100%

Occupation	AVERAGE SIZE POLICY		
	Male	Female	Total
Professional and Semiprofessional	$91,920	$38,550	$71,770
Executives, Managers and Proprietors	94,890	48,350	86,720
Farm Owners and Managers	85,060	64,490	84,390
Clerical and Sales	59,890	30,940	43,670
Craftsmen, Foremen and Operatives	37,230	18,200	34,330
Service Workers, Unskilled Workers and Armed Forces	35,210	20,020	29,450
Students (Age 15 and Over)	22,240	15,390	19,320
Homemakers	*	28,770	28,750
Total	$62,030	$29,450	$49,210

† *Less than .5%*

* *Averages not shown for fewer than 25 policies.*

Note: Excludes Retirees and those not reporting an occupation.

MARITAL STATUS OF INSURED

Adults—1982

Marital Status	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Never Married	24%	26%	25%	12%	18%	14%
Married	73	60	68	85	70	81
Widowed, Divorced or Separated	3	14	7	3	12	5
Total	100%	100%	100%	100%	100%	100%

Marital Status	AVERAGE SIZE POLICY		
	Male	Female	Total
Never Married	$30,180	$18,980	$25,420
Married	67,560	31,480	54,620
Widowed, Divorced or Separated	46,110	23,190	29,660
Total	$57,900	$27,090	$45,510

INCOME OF INSURED

Adults—1982

Income	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Under $ 5,000	†	1%	†	†	1%	†
$ 5,000- 7,499	2%	8	3%	†	5	1%
7,500- 9,999	3	14	7	1%	9	3
10,000- 14,999	16	37	22	8	30	12
15,000- 24,999	37	31	35	27	34	28
25,000- 49,999	31	8	25	37	16	33
50,000- 74,999	6	1	5	13	3	11
75,000- 99,999	2	†	1	5	1	4
$100,000 and Over	3	†	2	9	1	8
Total	100%	100%	100%	100%	100%	100%

Income	AVERAGE SIZE POLICY		
	Male	Female	Total
Under $ 5,000	*	$ 21,760	$ 21,350
$ 5,000- 7,499	$ 20,910	21,000	20,970
7,500- 9,999	28,240	22,570	24,700
10,000- 14,999	35,970	28,530	32,270
15,000- 24,999	51,640	38,580	48,250
25,000- 49,999	82,550	64,360	80,670
50,000- 74,999	142,960	100,350	140,620
75,000- 99,999	199,780	160,830	198,520
$100,000 and Over	232,980	205,910	232,030
Total	$ 70,500	$ 34,360	$ 59,730

† *Less than .5%*

* *Averages not shown for fewer than 25 policies*

Note: Excludes those reporting no income

SIZE OF POLICY

All Insureds—1982

Policy Size	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Under $ 5,000	7%	14%	10%	†	1%	†
$ 5,000- 9,999	10	18	13	1%	4	2%
10,000	12	17	14	2	7	3
10,001- 24,999	10	14	12	3	9	5
25,000- 49,999	21	20	21	12	22	14
50,000- 99,999	18	11	15	19	24	21
$100,000 and Over	22	6	15	63	33	55
Total	100%	100%	100%	100%	100%	100%

Policy Size	AVERAGE SIZE POLICY		
	Male	Female	Total
Under $ 5,000	$ 2,150	$ 2,120	$ 2,130
$ 5,000- 9,999	5,520	5,500	5,510
10,000	10,000	10,000	10,000
10,001- 24,999	16,930	16,430	16,690
25,000- 49,999	29,180	28,300	28,830
50,000- 99,999	56,810	54,080	55,980
$100,000 and Over	155,770	131,930	151,750
Total	$ 53,670	$ 25,520	$ 42,170

† *Less than 5%*

SIZE OF POLICY

Adults—1982

Policy Size	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Under $ 5,000	6%	13%	8%	†	1%	1%
$ 5,000- 9,999	8	16	11	1%	3	†
10,000	9	15	12	2	5	3
10,001- 24,999	11	14	12	3	9	4
25,000- 49,999	22	22	22	11	22	14
50,000- 99,999	20	13	17	19	25	21
$100,000 and Over	24	7	18	64	35	57
Total	100%	100%	100%	100%	100%	100%

Policy Size	AVERAGE SIZE POLICY		
	Male	Female	Total
Under $ 5,000	$ 2,190	$ 2,110	$ 2,140
$ 5,000- 9,999	5,680	5,580	5,620
10,000	10,000	10,000	10,000
10,001- 24,999	17,010	16,510	16,770
25,000- 49,999	29,480	28,610	29,140
50,000- 99,999	56,920	54,200	56,110
$100,000 and Over	156,310	132,190	152,320
Total	$ 59,340	$ 27,930	$ 46,830

† *Less than 5%.*

TYPE OF POLICY

All Insureds—1982

Type of Policy	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Straight Life	34%	41%	37%	17%	24%	19%
Limited Payment	10	14	11	2	5	3
Modified Life	4	5	5	3	4	3
Modified Term Life	6	3	5	20	13	18
Endowment	1	1	1	†	†	†
Retirement Income	1	†	†	†	†	†
Level Term	18	12	15	29	25	28
Decreasing Term	4	2	4	4	4	4
Combination Policy	7	7	7	7	6	7
Family Plan Policy	†	1	†	†	†	†
with Additional Term	†	-	†	†	-	†
Regular Policy with Family Plan Rider	5	8	6	4	8	5
and Additional Term	1	1	1	2	2	2
Progressive and Other	1	1	1	†	†	†
Universal	6	3	5	8	7	8
with Term Rider	1	†	1	3	1	2
Variable	1	1	1	1	1	1
with Term Rider	†	†	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

Type of Policy	AVERAGE SIZE POLICY		
	Male	Female	Total
Straight Life	$ 26,690	$ 15,080	$ 21,420
Limited Payment	12,990	9,340	11,150
Modified Life	31,580	19,130	26,330
Modified Term Life	170,210	102,710	152,630
Endowment	16,460	10,990	13,830
Retirement Income	17,780	9,990	15,400
Level Term	89,020	52,280	76,960
Decreasing Term	45,790	37,740	43,580
Combination Policy	49,070	25,240	40,070
Family Plan Policy	21,100	14,200	16,250
with Additional Term	*	-	*
Regular Policy with Family Plan Rider	45,800	23,610	34,070
and Additional Term	66,490	36,800	55,040
Progressive and Other	17,270	8,300	13,630
Universal	80,030	55,380	73,040
with Term Rider	101,300	62,480	97,080
Variable	41,550	32,650	38,850
with Term Rider	*	*	*
Total	$ 53,670	$ 25,520	$ 42,170

† *Less than .5%.*

* *Averages not shown for fewer than 25 policies.*

TYPE OF POLICY

Adults—1982

Type of Policy	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Straight Life	33%	40%	36%	16%	22%	18%
Limited Payment	6	10	8	2	4	2
Modified Life	4	4	4	2	3	3
Modified Term Life	7	4	6	21	14	19
Endowment	†	1	†	†	†	†
Retirement Income	†	†	†	†	†	†
Level Term	20	14	18	30	27	29
Decreasing Term	5	3	4	4	4	4
Combination Policy	8	7	7	7	6	7
Family Plan Policy	†	1	†	†	1	†
with Additional Term	†	-	†	†	-	†
Regular Policy with Family Plan Rider	6	10	8	4	8	5
and Additional Term	2	2	2	2	2	2
Progressive and Other	†	†	†	†	†	†
Universal	6	3	5	8	7	8
with Term Rider	2	†	1	3	1	2
Variable	1	1	1	1	1	1
with Term Rider	†	†	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

Type of Policy	AVERAGE SIZE POLICY		
	Male	Female	Total
Straight Life	$ 29,110	$ 15,330	$ 22,910
Limited Payment	16,370	9,940	13,010
Modified Life	36,090	21,710	30,180
Modified Term Life	170,210	102,710	152,640
Endowment	24,350	13,850	18,320
Retirement Income	18,010	9,990	15,520
Level Term	89,910	53,100	77,930
Decreasing Term	45,790	37,740	43,580
Combination Policy	52,790	21,190	43,540
Family Plan Policy	21,100	14,200	16,250
with Additional Term	*	-	*
Regular Policy with Family Plan Rider	45,800	23,610	34,070
and Additional Term	66,490	36,800	55,040
Progressive and Other	25,890	*	22,020
Universal	82,370	57,580	75,810
with Term Rider	101,300	62,870	97,230
Variable	42,840	33,280	40,190
with Term Rider	*	*	*
Total	$ 59,340	$ 27,930	$ 46,830

† *Less than .5%.*

* *Averages not shown for fewer than 25 policies.*

MODE OF PREMIUM PAYMENT

All Insureds—1982

Mode of Premium Payment	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Annual[1]	20%	14%	18%	27%	20%	26%
Semiannual	6	5	5	7	5	6
Quarterly[2]	10	9	10	12	11	12
Monthly	10	9	10	9	10	9
Monthly Bank Plans	32	28	30	37	39	37
Salary Deduction	7	8	7	5	7	6
Monthly Debit	15	27	20	3	8	4
Weekly Debit	†	†	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

Mode of Premium Payment	AVERAGE SIZE POLICY		
	Male	Female	Total
Annual[1]	$73,700	$36,290	$61,420
Semiannual	65,810	29,520	52,200
Quarterly[2]	62,700	30,580	50,450
Monthly	47,070	28,330	39,880
Monthly Bank Plans	63,080	34,850	52,250
Salary Deduction	38,470	22,140	31,630
Monthly Debit	9,670	7,670	8,580
Weekly Debit	6,000	5,220	5,620
Total	$53,670	$25,520	$42,170

† *Less than .5%.*

(1) Includes a small amount of annual bank plan payments.
(2) Includes a small amount of quarterly bank plan payments.

MODE OF PREMIUM PAYMENT

Adults—1982

Mode of Premium Payment	PERCENT OF POLICIES			PERCENT OF AMOUNT		
	Male	Female	Total	Male	Female	Total
Annual[1]	21%	14%	18%	28%	20%	26%
Semiannual	5	5	5	7	6	6
Quarterly[2]	10	9	10	12	11	12
Monthly	11	10	10	9	10	9
Monthly Bank Plans	32	29	31	37	39	38
Salary Deduction	8	8	8	5	6	5
Monthly Debit	13	25	18	2	8	4
Weekly Debit	†	†	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

Mode of Premium Payment	AVERAGE SIZE POLICY		
	Male	Female	Total
Annual[1]	$79,420	$39,700	$67,070
Semiannual	74,320	34,130	60,020
Quarterly[2]	68,550	32,920	55,120
Monthly	49,010	29,690	41,800
Monthly Bank Plans	68,150	37,980	56,950
Salary Deduction	40,660	22,870	33,430
Monthly Debit	11,130	8,200	9,470
Weekly Debit	7,270	4,770	5,850
Total	$59,340	$27,930	$46,830

† *Less than .5%*

(1) Includes a small amount of annual bank plan payments.
(2) Includes a small amount of quarterly bank plan payments.

TYPE OF POLICY

Adults by Age and Sex—1982

Percent of Policies

Type of Policy	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Straight Life	32%	24%	34%	55%	62%
Limited Payment	7	3	4	11	26
Modified Life	3	3	4	6	5
Modified Term Life	5	10	11	7	2
Endowment	†	†	†	-	-
Retirement Income	1	1	1	1	-
Level Term	18	26	21	8	3
Decreasing Term	5	6	6	2	†
Combination Policy	10	8	6	3	†
Family Plan Policy	†	†	†	-	-
with Additional Term	†	†	-	-	-
Regular Policy with Family Plan Rider	8	7	4	1	-
and Additional Term	2	2	†	†	-
Progressive and Other	†	†	†	-	-
Universal	6	7	7	5	2
with Term Rider	2	2	1	1	-
Variable	1	1	1	†	-
with Term Rider	†	†	†	-	-
Total	100%	100%	100%	100%	100%

Type of Policy	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Straight Life	34%	31%	51%	71%	62%
Limited Payment	9	5	11	17	34
Modified Life	4	3	5	5	3
Modified Term Life	4	7	4	1	-
Endowment	1	†	†	†	-
Retirement Income	†	†	1	†	-
Level Term	17	21	11	2	-
Decreasing Term	3	5	3	1	-
Combination Policy	8	7	5	2	-
Family Plan Policy	1	1	†	-	1
with Additional Term	-	-	-	-	-
Regular Policy with Family Plan Rider	13	13	5	-	-
and Additional Term	2	2	†	†	-
Progressive and Other	†	†	-	-	-
Universal	3	4	3	1	-
with Term Rider	†	†	†	-	-
Variable	1	1	1	-	-
with Term Rider	†	†	-	-	-
Total	100%	100%	100%	100%	100%

† Less than 5%

TYPE OF POLICY

Adults by Age and Sex—1982

Percent of Amount

MEN

Type of Policy	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Straight Life	17%	12%	16%	30%	43%
Limited Payment	3	1	1	3	2
Modified Life	3	2	2	3	16
Modified Term Life	13	22	30	30	13
Endowment	†	†	†	-	-
Retirement Income	†	†	†	†	-
Level Term	28	34	30	17	16
Decreasing Term	4	4	4	1	-
Combination Policy	10	6	4	5	†
Family Plan Policy	†	†	†	-	-
with Additional Term	†	†	-	-	-
Regular Policy with Family Plan Rider	7	5	2	†	-
and Additional Term	3	2	†	†	-
Progressive and Other	†	†	†	-	-
Universal	8	8	8	9	10
with Term Rider	3	3	2	1	-
Variable	1	1	1	1	-
with Term Rider	†	†	†	-	-
Total	100%	100%	100%	100%	100%

WOMEN

Type of Policy	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Straight Life	22%	15%	27%	57%	83%
Limited Payment	4	2	3	3	12
Modified Life	3	2	4	9	4
Modified Term Life	10	18	21	7	-
Endowment	†	†	†	†	-
Retirement Income	†	†	†	†	-
Level Term	28	33	24	8	-
Decreasing Term	3	4	4	3	-
Combination Policy	8	6	4	4	1
Family Plan Policy	1	†	†	-	-
with Additional Term	-	-	-	-	-
Regular Policy with Family Plan Rider	10	9	4	-	-
and Additional Term	3	2	†	1	-
Progressive and Other	†	†	-	-	-
Universal	6	7	8	8	-
with Term Rider	1	1	†	-	-
Variable	1	1	1	-	-
with Term Rider	†	†	-	-	-
Total	100%	100%	100%	100%	100%

† Less than 5%

TYPE OF POLICY

Adults by Age and Sex--1982

Average Size Policy

Type of Policy	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Straight Life	$ 26,620	$ 37,630	$ 36,010	$ 25,160	$14,010
Limited Payment	18,880	21,820	18,420	14,300	1,500
Modified Life	34,910	51,450	41,230	21,190	*
Modified Term Life	130,610	173,070	204,020	184,080	*
Endowment	*	*	*	-	-
Retirement Income	17,600	16,660	*	*	-
Level Term	74,670	101,300	102,720	100,710	*
Decreasing Term	45,050	50,090	42,890	23,440	-
Combination Policy	48,810	62,850	53,850	77,760	*
Family Plan Policy	*	*	*	-	-
with Additional Term	*	*	-	-	-
Regular Policy with Family Plan Rider	43,700	52,510	37,200	*	-
and Additional Term	63,890	69,980	*	*	-
Progressive and Other	28,470	*	*	-	-
Universal	73,010	87,840	94,560	84,140	*
with Term Rider	91,690	109,490	107,450	*	-
Variable	36,570	50,640	44,870	*	-
with Term Rider	*	*	*	-	-
Total	$ 49,180	$ 76,910	$ 74,270	$ 46,470	$20,250

Type of Policy	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Straight Life	$18,400	$ 19,570	$ 13,690	$ 8,840	$5,670
Limited Payment	13,900	17,000	7,440	2,290	1,410
Modified Life	25,840	29,650	18,750	20,903	*
Modified Term Life	86,020	100,900	144,670	*	-
Endowment	17,130	*	*	*	-
Retirement Income	*	*	*	*	-
Level Term	48,840	61,430	56,540	*	-
Decreasing Term	39,860	39,210	31,820	*	-
Combination Policy	29,040	32,830	19,180	*	*
Family Plan Policy	13,430	*	*	-	-
with Additional Term	-	*	-	-	-
Regular Policy with Family Plan Rider	23,050	25,700	21,980	-	-
and Additional Term	36,380	36,810	*	*	-
Progressive and Other	*	*	-	-	-
Universal	54,080	61,040	61,190	*	-
with Term Rider	*	*	*	-	-
Variable	32,660	28,330	*	-	-
with Term Rider	*	*	-	-	-
Total	$29,380	$ 38,910	$ 25,850	$11,060	$4,230

* *Averages not shown for fewer than 25 policies.*

INCOME OF INSURED

Adults by Age and Sex—1982

Percent of Policies

	MEN				
Income	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	†	†	†	†	†
$ 5,000- 7,499	2	†	1	1	3
7,500- 9,999	6	1	2	2	†
10,000- 14,999	23	10	7	10	29
15,000- 24,999	[illegible]	38	27	28	7
25,000- 49,999	[illegible]	40	41	34	23
50,000- 74,999	2	8	12	13	16
75,000- 99,999	†	2	4	4	3
$100,000 and Over	1	3	6	8	19
Total	100%	100%	100%	100%	100%

	WOMEN				
Income	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	1	1	1	1	4
$ 5,000- 7,499	8	5	6	7	12
7,500- 9,999	16	11	12	14	21
10,000- 14,999	41	32	34	33	21
15,000- 24,999	28	37	33	32	21
25,000- 49,999	5	13	12	10	17
50,000- 74,999	1	1	1	1	4
75,000- 99,999	-	-	-	1	-
$100,000 and Over	†	†	1	1	-
Total	100%	100%	100%	100%	100%

† *Less than .5%*

Note: Excludes those reporting no income.

INCOME OF INSURED

Adults by Age and Sex—1982

Percent of Amount

Income	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	†	†	†	†	†
$ 5,000- 7,499	1	†	†	†	†
7,500- 9,999	3	1	†	†	†
10,000- 14,999	15	5	3	3	4
15,000- 24,999	43	24	14	11	3
25,000- 49,999	32	42	36	30	13
50,000- 74,999	4	15	20	17	19
75,000- 99,999	1	4	10	11	9
$100,000 and Over	1	9	17	28	52
Total	100%	100%	100%	100%	100%

Income	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	1	†	†	†	2
$ 5,000- 7,499	5	3	3	3	8
7,500- 9,999	12	7	6	4	10
10,000- 14,999	37	25	22	17	12
15,000- 24,999	35	38	31	25	10
25,000- 49,999	9	20	29	27	13
50,000- 74,999	1	4	5	1	45
75,000- 99,999	-	1	1	8	-
$100,000 and Over	†	2	3	15	-
Total	100%	100%	100%	100%	100%

† *Less than 5%*

Note: Excludes those reporting no income.

INCOME OF INSURED

Adults by Age and Sex—1982

Average Size Policy

Income	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	*	*	*	*	-
$ 5,000- 7,499	$ 21,090	*	*	*	*
7,500- 9,999	30,000	$ 29,970	$ 24,930	*	-
10,000- 14,999	35,600	43,360	37,370	$ 16,770	*
15,000- 24,999	52,650	57,580	42,170	22,970	*
25,000- 49,999	82,290	90,400	74,700	53,760	*
50,000- 74,999	135,400	160,200	140,910	82,790	*
75,000- 99,999	*	203,050	214,840	*	*
$100,000 and Over	*	252,970	242,060	216,730	*
Total	$ 55,320	$ 85,000	$ 85,840	$ 60,700	$67,970

Income	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	$21,670	*	*	*	*
$ 5,000- 7,499	22,870	$23,360	$18,350	*	*
7,500- 9,999	24,780	26,810	15,570	$ 5,300	*
10,000- 14,999	30,380	33,760	19,910	9,590	*
15,000- 24,999	41,290	43,160	29,610	14,760	*
25,000- 49,999	57,900	66,190	73,190	*	*
50,000- 74,999	*	*	*	*	*
75,000- 99,999	-	-	*	*	-
$100,000 and Over	*	*	*	*	-
Total	$33,330	$42,090	$31,310	$18,780	$9,280

* *Averages not shown for fewer than 25 policies.*

Note: Excludes those reporting no income.

OCCUPATION OF INSURED

Adults by Age and Sex—1982

Percent of Policies

Occupation	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Professional and Semiprofessional	13%	20%	16%	13%	6%
Executives, Managers and Proprietors	17	29	35	38	42
Farm Owners and Managers	3	3	4	6	9
Clerical and Sales	14	13	11	10	13
Craftsmen, Foremen and Operatives	33	26	25	22	15
Service Workers, Unskilled Workers and Armed Forces	15	9	9	11	15
Students (Age 15 and Over)	5	†	†	-	-
Homemakers	-	-	†	†	-
Total	100%	100%	100%	100%	100%

Occupation	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Professional and Semiprofessional	15%	17%	13%	8%	2%
Executives, Managers and Proprietors	7	11	10	6	5
Farm Owners and Managers	†	†	1	†	-
Clerical and Sales	29	25	23	13	5
Craftsmen, Foremen and Operatives	8	7	10	11	4
Service Workers, Unskilled Workers and Armed Forces	13	10	11	11	5
Students (Age 15 and Over)	4	1	†	†	1
Homemakers	24	29	32	51	78
Total	100%	100%	100%	100%	100%

† Less than .5%

Note: Excludes Retirees and those not reporting an occupation

OCCUPATION OF INSURED

Adults by Age and Sex—1982

Percent of Amount

Occupation	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Professional and Semiprofessional	17%	26%	24%	18%	8%
Executives, Managers and Proprietors	24	39	47	60	77
Farm Owners and Managers	4	4	5	9	†
Clerical and Sales	15	12	10	5	8
Craftsmen, Foremen and Operatives	26	14	10	5	4
Service Workers, Unskilled Workers and Armed Forces	11	5	4	3	3
Students (Age 15 and Over)	3	†	†	-	-
Homemakers	-	-	†	†	-
Total	100%	100%	100%	100%	100%

Occupation	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Professional and Semiprofessional	19%	20%	17%	14%	2%
Executives, Managers and Proprietors	10	16	18	15	18
Farm Owners and Managers	†	†	2	†	-
Clerical and Sales	29	23	25	14	4
Craftsmen, Foremen and Operatives	5	5	4	5	4
Service Workers, Unskilled Workers and Armed Forces	10	6	5	6	3
Students (Age 15 and Over)	3	†	†	1	1
Homemakers	24	30	29	45	68
Total	100%	100%	100%	100%	100%

† *Less than .5%*

Note: Excludes Retirees and those not reporting an occupation.

OCCUPATION OF INSURED

Adults by Age and Sex—1982

Average Size Policy

Occupation	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Professional and Semiprofessional	$67,270	$102,550	$117,390	$73,680	*
Executives, Managers and Proprietors	72,990	105,050	107,100	87,130	*
Farm Owners and Managers	80,650	94,390	89,600	77,700	*
Clerical and Sales	52,400	74,830	68,310	26,930	*
Craftsmen, Foremen and Operatives	39,060	43,010	30,750	13,790	*
Service Workers, Unskilled Workers and Armed Forces	34,920	44,990	32,780	13,830	*
Students (Age 15 and Over)	33,670	*	*	-	-
Homemakers	-	-	*	*	-
Total	$50,420	$ 78,770	$ 77,650	$54,550	$49,170

Occupation	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Professional and Semiprofessional	$37,420	$44,810	$33,830	$22,430	*
Executives, Managers and Proprietors	42,730	56,650	49,610	30,500	-
Farm Owners and Managers	*	*	*	*	*
Clerical and Sales	30,660	37,200	28,740	14,960	*
Craftsmen, Foremen and Operatives	20,560	26,280	10,600	6,010	*
Service Workers, Unskilled Workers and Armed Forces	22,860	24,220	12,510	6,150	*
Students (Age 15 and Over)	30,080	*	*	*	*
Homemakers	20,270	41,460	24,160	11,780	5,160
Total	$30,150	$39,860	$26,690	$13,140	$5,930

* Averages not shown for fewer than 25 policies.

Note: Excludes Retirees and those not reporting an occupation.

SIZE OF POLICY

Adults by Age and Sex—1982

Percent of Policies

MEN

Policy Size	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	2%	3%	7%	25%	64%
$ 5,000- 9,999	6	5	10	16	13
10,000	10	6	8	8	5
10,001- 24,999	13	8	9	8	4
25,000- 49,999	28	19	16	14	4
50,000- 99,999	23	24	18	12	3
$100,000 and Over	18	35	32	17	7
Total	100%	100%	100%	100%	100%

WOMEN

Policy Size	Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	4%	5%	18%	54%	80%
$ 5,000- 9,999	11	11	27	28	13
10,000	16	11	15	7	4
10,001- 24,999	19	15	11	1	1
25,000- 49,999	28	26	13	5	1
50,000- 99,999	16	20	8	2	†
$100,000 and Over	6	12	8	3	1
Total	100%	100%	100%	100%	100%

† *Less than 5%*

SIZE OF POLICY

Adults by Age and Sex—1982

Percent of Amount

Policy Size	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	†	†	†	1%	5%
$ 5,000- 9,999	1%	†	1%	2	3
10,000	2	1%	1	2	2
10,001- 24,999	4	2	2	3	3
25,000- 49,999	17	8	6	8	6
50,000- 99,999	26	18	14	14	8
$100,000 and Over	50	71	76	70	73
Total	100%	100%	100%	100%	100%

Policy Size	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	†	†	1%	10%	28%
$ 5,000- 9,999	2%	2%	6	13	16
10,000	5	3	6	7	10
10,001- 24,999	11	6	7	2	2
25,000- 49,999	27	20	14	11	8
50,000- 99,999	29	27	18	11	7
$100,000 and Over	26	42	48	46	29
Total	100%	100%	100%	100%	100%

† *Less than .5%*

SIZE OF POLICY

Adults by Age and Sex—1982

Average Size Policy

Policy Size	MEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	$ 2,310	$ 2,570	$ 2,540	$ 2,160	$ 1,470
$ 5,000- 9,999	5,800	5,920	5,880	5,380	5,300
10,000	10,000	10,000	10,000	10,000	*
10,001- 24,999	17,150	17,010	16,760	16,470	*
25,000- 49,999	29,470	30,330	29,430	29,100	*
50,000- 99,999	56,880	57,890	56,100	54,530	*
$100,000 and Over	132,020	158,900	178,320	191,790	*
Total	$ 49,180	$ 76,910	$ 74,270	$ 46,470	$20,250

Policy Size	WOMEN Age 20-30	Age 31-40	Age 41-54	Age 55-64	Age 65 and over
Under $ 5,000	$ 2,430	$ 2,520	$ 2,240	$ 2,130	$1,480
$ 5,000- 9,999	5,700	5,900	5,490	5,240	5,430
10,000	10,000	10,000	10,000	10,000	*
10,001- 24,999	16,650	16,560	16,060	*	*
25,000- 49,999	28,590	29,460	27,600	27,390	*
50,000- 99,999	54,030	54,090	55,250	*	*
$100,000 and Over	115,050	130,930	163,690	*	*
Total	$ 29,370	$ 38,910	$ 25,850	$11,060	$4,230

* *Averages not shown for fewer than 25 policies.*